

Cohen's Opportunity Day—Tomorrow Only.

A One-Day Carnival of Value-Giving to Occur the Last Business Day of Every Month

OPPORTUNITY DAY! What? The little notices that have been appearing in local papers the past few days find very certain definition in this initial appearance of an event that will occur twelve times during the year—once each month, on the last business day thereof.

It is an admitted fact that the last business day of every month is generally a "poor" day in merchandising. To stimulate buying on this day we now introduce an unique plan that is certain to meet with instant favor. Not a "cheap sale," but a day of intensified value-giving.

NO PHONE ORDERS will be accepted for any values advertised for Opportunity Day. No merchandise will be sold to dealers—except in the Bargain Basement—at Opportunity Day prices. Some lots are limited. No merchandise will be reserved. Special values in every department.

CHARGE PURCHASES on Opportunity Day will appear on bill rendered the month following, which also adds to the importance of the event. All merchandise involved will be of Cohen Standard, and Style and Quality will magnify the importance of Reduced Prices. Read on!

All Charge Purchases To-Morrow Will Appear on Bill Rendered on September 1

Opportunity

Perfumed Toilet Soap, Box

10c

Not more than 10 gross of this high-grade Perfumed Toilet Soap will be sold at this price; 3 cakes in a neat box to-morrow for 10c

ALL Opportunity Day values have not been advertised. You will, therefore, look for the special signs as you pass from one floor to another.

7-in. Ribbons for 29c

14 colors to choose from. Beautiful pastel effects suitable for many purposes. Yard.

FANCY DRESSING RIBBONS, 4 in. wide; 14 patterns, yard, 9c

RATINE BELTING, 2 1/2 inches wide; white ground with colored figures, yard, 19c

SILK HAT BANDS, in colors and combinations; 25c values, at, yard 12 1/2c only

—Cohen's Main Floor.

GABARDINE SUITS, 5.00

VALUES TO \$27.50

In addition to the Suits in Washable Gabardine, we shall include a lot in Silverbrook and a few Woolen Garments to stimulate early buying. Very newest styles, in tailored and dressy effects, well made and finished in a high-class manner. Prudent shoppers will make an early selection at the Opportunity Day price of \$5.00

Children's \$3.98 Coats, \$2.50

Shepherd Checks and Serge materials, lined throughout and adapted to present and fall wear. Sizes 3 to 14. Opportunity Day price, \$2.50

\$7.50 Women's Dresses \$1.00

Made of good quality Linen, Fancy and Plain Voiles and Ratines. No two alike. Extra sizes included for stout figures. To-morrow for \$1.00 only

\$3.98 Lace Waists at \$1.98

These beautiful Waists have been fashioned over chiffon, and are trimmed with touches of silk in contrasting color; to-morrow \$1.98

Women's \$3.98 Dresses \$2.50

Smart models in Voile and Gingham, some with coat effect, in solid color and striped skirt in contrast. \$2.50 Opportunity Day

Japanese Crepe Kimonos \$2.00

Only about 25 of these Japanese and Plain Crepe Kimonos that are hand-embroidered down the front and on back and cuffs, will go at \$2.00 only

Children's Dresses Go at 75c

Made of good quality Gingham and Percale Materials, in at least ten different styles. Sizes 3 to 14 years. \$1 and \$1.50 values, 75c

THE print here is small, but the savings are very great. Make yourself comfortable and prepare to read every word of this advertisement.

\$8.00 Rugs at \$4.95

The famous Rajah Fiber Rugs—reversible, heavy weight, durable—suitable for any room or the porch; 9x12 feet; \$8.00 value, for Opportunity Day, \$4.95

CRUX matting Rugs, 36x72 inches; Band Floral and Grecian Key Borders; four color tones; \$1.59 values, to-morrow, for 98c only

JAPANESE Stenciled and Woven Matting Rugs, reversible; four colors; 6x9 feet; \$1.50 and \$1.75 values, to-morrow \$1.19

CUSHIONS, for Porch and Chairs, covered with cretonne, button and tufted; 19x19 inches; filled with kapok and cotton 39c

—Cohen's Fourth Floor.

Opportunity

Captivating 50c Neckwear

19c

Special attention is called to the Collars and Vests in bewitching sport effects. All this season's best styles. Monday...19c

Opportunity

New Wash Skirts, \$1.98 Values

1.29

Choose from several different styles, made of Gabardine, Whinoid and Ropette materials, with novelty pockets and belts, for \$1.29

75c and \$1 Laces, 25c

Beautiful 75c and \$1.00 Shadow and Net Top Flouncings, 18 and 24 inches wide, 25c

18-INCH Oriental and Shadow Allovers; also worth 75c and \$1.00 a yard, for 25c only

LINEN CLUNY BANDS, in 4 and 5-inch widths, much used for Brassieres; drop from 29c and 35c a yard to 19c

LINEN CLUNY LACES, in fifty different patterns; 2 and 2 1/2 inches wide, at, yard 5c only

—Cohen's Main Floor.

Under wear

50c White Gauze Shirts and Drawers; short sleeves, knee length; all sizes except 42 shirts. Choice for 38c

—Cohen's Main Floor.

Opportunity

Men's \$1 Negligee Shirts

75c

This lot of Men's Negligee Crepe White Shirts are in coat style, with soft collar attached and overlap button pocket. Monday for 75c

Pearl Buttons

Beautiful large size Pearl Buttons are half worth at these Opportunity Day prices. 25c, 35c, 50c per doz. 69c

—Cohen's Main Floor.

Poplinettes

These silk finished Poplinettes are 27 in. wide, and highly mercerized in the yarn. Favorites for Sport Coats and Suits. 29c

—Cohen's Main Floor.

Save on Toilet Goods

25 Tourist Cases that sold for 75c will go to-morrow at 25c

PERMANOE Peroxide Cream, for softening and bleaching the skin—25c size, to-morrow 15c

KLOAL Freckle Cream; 25c size; 19c

KEEP CLEAN Hair Brushes; manufacturer's imperfections, 25c

MANHATTAN Dressing Combs, 9 inches long, coarse, fine, all-coarse; slightly imperfect, 29c

VELOUR Powder Puffs; large size, 5c

—Cohen's Main Floor.

Opportunity

Corsets, Worth to \$5.00 for

1.00

Women who wear a small size, say 18, 20 or 21, will never mind the fact that these Corsets are a little smaller than display. Opportunity Day...\$1.00

Opportunity

The Goody Middy Blouse for

65c

Most women know that the Goody Middy Blouse is a standard \$1.00 garment. These in assorted styles, sizes 8 to 22 years, will be 65c

Percale Petticoats

These Petticoats come in black and white striped percales, with a corded flounce, and will go early at 22c

FERRIS DRAWER WAISTS, in sizes to 14 years, hose supporters attached, Opportunity Day 19c

18-INCH PETTICOATS, trimmed with wide embroidery flounces—others finished with lace; 50c values, 39c

GOWNS worth to 95c, some mused from handling—lacey and tailored styles, at 65c

—Cohen's Second Floor.

12 1/2c Printed Voiles 7 1/2c

One of the greatest of Opportunity Day values. About 20 different colors, revealing Stripes, Spots, Figures, Bordered and Floral effects, on white and tinted grounds; 28 inches wide. See the window display and then hurry for best choice, for you will pay close to half what any of these beautiful Voiles are actually worth, per yard 7 1/2c

BEACH CLOTH SKIRTING, in the newest of sport stripes of equal 1 1/2-inch widths—Green, Copenhagen, Rose, 25c

20c NOVELTY SKIRTING, 36 inches wide, embracing English, Hepple, Mercerized Fancy Oxford, Waile Cloth 17 1/2c

and Cord Stripes 19c

ENGLISH FANCY SKIRTING that has sold for 50c a yard; 45 inches wide; in Marcelline patterns; 2 1/2 yards to a skirt; yard 59c

SILK FINISH WHITE VOILE, that enjoys wide popularity, because of its sheer, dainty and soft texture; 36 inches wide; yard 25c

PAJAMA CHECK NAINSOOK that is altogether free from dressing, 36 inches wide and a popular value at 12 1/2c 9 1/2c

HIPOPS EYE DIAPER, in the 27-inch width, put up in a sealed package of 10 yards; extra fine finish; to-morrow 89c per package

25c FINE RUCK TOWELS, of high grade embroidered Linen; hemstitched or with a rose scallop; all embroidered; 12x28 inches 50c

BLEACHED BATH TOWELS, extra heavy, with a soft absorbent surface; not one worth a cent 12 1/2c

PRINTED SILK MARQUEE DRESS; choice of Chip Dot, Crepe de Chine, Colored Dot Jacquards; 36 inches wide; former price 95c, now 48c

Sale of Silk Pongee

98c All-Silk Striped Pongee; quantity and color assortment limited. Opportunity Day, yard 49c

FANCY TAFFETAS, in a range of stripes specially adapted to Skirts and Gowns, featuring beautiful and very unusual combinations; 26 inches wide; worth \$1.50 to \$2.00 a yard, for to-morrow \$1.19

Opportunity

36-inch Striped Silks for

50c

The value is too big to require a comparative price. Excellent quality and colors and patterns for skirts or gowns. Monday for 50c

Special Dress Goods

36-inch Beach Shades, that will wash and wear well; favored shades of tan. Op 39c

POUNCE DAY, yard 39c

COLORFUL CORDUONS, in a good range of colors; 32 inches wide; a limited quantity, yard 65c

—Cohen's Main Floor.

5c Handkerchiefs at 3c

We refer to a lot of Women's Handkerchiefs, made of sheer white lawn, neatly hemstitched, or with colored whipped edges and embroidered corners; special 5c values, for 3c only

—Cohen's Main Floor.

Opportunity

\$7.50 to \$14.95 Rag Rugs, To-Morrow

6.95

A splendid collection of border effects and patterns to choose from, with fringed ends. All 9x12 feet in size. Wonderful at \$6.95

Opportunity

\$1.00 High-Grade Waists for

69c

Take your choice of Voile, Organdy or Batiste Blouses, in more styles than could possibly find mention here. Opportunity Day 69c

Embroideries for 7 1/2c

A lot of Embroidery Edges, in Nainsook and Swiss—widths to 9 inches; Yard 7 1/2c

45-INCH Embroidered Voile Flouncings, in large heavy mercerized designs; values 25c to 50c yard, for Opportunity Day 25c

ALLOVER VOILES, embroidered in Rose, Lavender, Black, Maize, Sky, Pink and Old Blue; \$1.50 values, at 98c

—Cohen's Main Floor.

ART Goods

Utica Pillow Cases, 45x36 inches, stamped; 69c values, for 49c

Stamped Centers, in the 27-inch size; 75c values, for 29c

Stamped Corners, in combinations, Corset Cover and Drawers; \$1.00 values 39c

Corset Covers, stamped in new designs, 17c

Gowns, stamped in new designs, for only 45c

Very Special: Japanese hand-drawn Pillow Covers; \$2.48 values 98c

—Cohen's Second Floor.

Opportunity

Women's and Misses' Gauze Vests

8c

A very good sample of Opportunity Day values; 12 1/2c and 15c values, with a silk tape; little soiled; sizes 4 and 5. Monday, 8c

STATIONERY

Good quality linen finish Correspondence Paper, at per pound 15c

Envelopes to match the above paper, 5c package

Box Paper and Envelopes; each sheet with your initials in gold 33c

Picnic Lunch Sets, consisting of more than twenty-five pieces, for 25c

500 Books, in popular fiction by famous authors; 50c values 25c

Boys' Books, by the best known authors 19c

\$5.98 Oil Stove, \$4.98

A blue flame Wickless Oil Stove, with full cabinet (range), smokeless; three-burner size. Opportunity Day, \$4.98

\$5.00 CHAFING DISH, in solid copper, nickel plated, 3-pint pan. \$3.25

BISSELL'S Carpet Sweeper, mahogany or oak finish; \$2.25 value 1.69

\$1.25 SINK TABLES, with folding legs; yard measure stamped on top. Opportunity Day 98c

ICE TEA GLASSES, bell shape; regularly \$1.00 a dozen, for 75c

GARDEN HOSE of 5-ply pure rubber; 25 and 50-foot lengths, complete with brass couplings, per foot 7 1/2c

HOSE REELS, made of hard wood, instead of 98c, are 79c

ACME Ice Cream Freezer, 2-quart size; 69c value, for 54c

—Cohen's Third Floor.

Opportunity

Beautiful Lingerie, Choice

75c

The collection will include Gowns, Chemise, Drawers and Corset Covers, effectively trimmed. Many samples included. Choice at 75c

Opportunity

\$1.50 Umbrellas, To-Morrow

1.00

Both women's and men's styles to choose from, made of good American taffeta. A variety of handles. Each guaranteed for one year \$1.00

Knit Underwear Special

Women's 35c Summer Gauze Pants, loose knee, lace trimmed; sizes 36 to 40, for 25c only

WOMEN'S Lisle Union Suits, with crochet tops; sleeveless, low neck; loose or tight knee; 69c values 50c

—Cohen's Second Floor.

Sale of Neckwear, 15c

A splendid collection of Collar and Cuff Sets, Vests and Collars, in white and sport combinations, every one worth 25c, 15c for

—Cohen's Main Floor.

Samples of Opportunity-Day Values in the Bargain Basement

12 1/2c Figured Voiles, also beautiful stripes; lengths to 20 yards. Opportunity Day Sale price, yard.....	6 3/4c	5c Bleached Crash, in lengths to 10 yards—in demand for Kitchen Towels; while the lot lasts to-morrow.....	3c	Balbriggan Shirts and Drawers for men; assorted sizes; slightly imperfect; 25c values at, choice.....	16c
Androsoggin Cotton that is full bleached and a yard wide, will be offered on Opportunity Day at, yard....	9c	Pillow Cases that come full bleached, 42x36 inches in sizes; good 12 1/2c values for Opportunity Day.....	10c	Women's Kimonos, made of figured and striped crepe; assorted sizes; long effects; Opportunity Day.....	39c
12 1/2c Percales, of very good quality—light patterns, including stripes and figures; per yard.....	8 3/4c	Dimity Bedspreads, 80x90 inches in size; good quality, but a bit imperfect; on sale to-morrow at.....	\$1	Boys' Pants, made of good, durable khaki, in knickerbocker style, sizes 6 to 16 years—50c values.....	39c
English Longcloth, with a fine chamois finish; a yard wide and worth 10c a yard; Opportunity Day.....	7 1/2c	Bleached Sheets, 72x90 inches in size—seamless, hand torn and hemmed—85c values, for to-morrow.....	69c	Boys' Wash Suits, in assorted sizes, made of fast color materials—\$1.25 and \$1.50 values, for.....	98c
White Voiles of very desirable quality, with soft chiffon finish; worth 19c a yard; Opportunity Day.....	12 1/2c	Girls' Dresses, in sizes 6 to 14 years, made of fine quality gingham; a small lot to go Monday at.....	39c	Boys' Suits, of good quality all wool blue serge, well tailored, broken sizes; \$6.00 values for.....	4.59

Women's Leather Hand Bags

Anticipating a big demand for these Hand Bags we have provided generously for to-morrow's selling. Nicely made and lined with fine leather or silk. Approximately 12 different styles to choose from. Opportunity Day 98c

The COHEN CO

THE DAYLIGHT STORE OF RICHMOND, INC.

Store Closes Daily 5 P. M.; Saturdays at 6 P. M.

Special Values for the Kiddies

Wish we had more room to tell you all about the special Opportunity Day values in the Baby Corner, but here's a lot of Infants' Tub Dresses, made of pretty Gingham, Chambray and Galatea materials, worth to \$1.25, at, choice..... 79c

Opportunity

Very Good \$5.75 Couch Hammock

4.98

This Hammock has extra heavy khaki sides and back, and National wire springs; denim covered mattress; rope and chain suspension \$5.75